

REPORT TO CITY COUNCIL

DATE: JUNE 23, 2021

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: NATHAN HAMBURGER, CITY MANAGER

BY: RAMIRO ADEVA, ASSISTANT CITY MANAGER

SUBJECT: REQUEST FOR RENEWAL OF AGREEMENT FOR PROFESSIONAL SERVICES WITH THE GREATER CONEJO VALLEY CHAMBER OF COMMERCE

Since December, 2009, the City has partnered with the Greater Conejo Valley Chamber of Commerce (Chamber) to provide business and economic development related services. This collaboration has allowed the City to work with the Chamber to provide much needed business resources and assistance to the doorsteps and inboxes of the City's local businesses.

The Chamber has the ability to act as an arm of the City and has access to a variety of resources and other business service organizations that City staff would not be able to fully utilize on its own. Chamber staff has also established direct contacts with local businesses that have become invaluable in the midst of an unprecedented economic recovery effort. The Chamber has proven to be a reliable partner on business related issues and programs which allow City staff to focus on providing other vital services to the community at large.

The Chamber has a 5-Star ranking, one of only five in the state of California, placing it amongst the top 1% of approximately 7,000 Chambers nationwide. This partnership between the City and Chamber has served the residents and business community of Agoura Hills exceptionally through the years. In 2020, the Chamber worked tirelessly to keep local businesses afloat, providing assistance in navigating through complex and ever-changing regulations, the Paycheck Protection Program, EIDL loans, local/regional grant opportunities, SBA loans, employee retention tax credits, and two free monthly networking programs. Please refer to the Chamber's attached 2020 Annual Report for more details.

Additionally, the Chamber is a relentless advocate for local businesses at the Federal, State, and regional levels, leveraging longtime partnerships with CalChamber and the US Chamber of Commerce.

The Chamber has held a variety of events in the community; including business mixers, Emerging Leaders Program events, training programs, Leadership Forums, and a

Regional Economic Forecast. The Chamber continues to play an active role in helping to promote and support local schools, educators, and public safety officials as well.

The services provided by the Chamber are listed in Exhibit A of the Agreement for Professional Services. The Chamber has served as an excellent partner and persistently looks at ways to expand their outreach and value to the business community. They have continued to exceed the expectations of staff in completing these services. The Chamber will continue planning and implementing the annual State of the City event and providing specific outreach to targeted business sectors. The proposed agreement renewal would cover a two-year time period.

The Chamber is requesting a slight increase in the annual cost of \$3,000, bringing the annual cost to \$78,000. Funding for this agreement is currently accounted for in the Fiscal Year 2021-22 and Fiscal Year 2022-23 General Fund budget. Although the Chamber staff has done an amazing job partnering with regional hoteliers and other partners in the continuation of the Conejo Valley Tourism Improvement District, these services are covered via a separate agreement and are paid for directly from the revenue generated from the district members.

On June 8, 2021, the Land Use Economic Development Committee (Mayor Pro Tem Lopez and Councilmember Anstead) expressed their full support for the renewal of this contract.

The proposed agreement has been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

It is recommended the City Council approve the Agreement for Professional Services with the Greater Conejo Valley Chamber of Commerce.

Attachment: Agreement for Professional Services
Greater Conejo Valley Chamber of Commerce Annual Report 2020

AGREEMENT FOR CONTRACTOR SERVICES
WITH THE CITY OF AGOURA HILLS

NAME OF CONTRACTOR:	Greater Conejo Valley Chamber of Commerce
RESPONSIBLE PRINCIPAL OF CONTRACTOR:	Attn: Danielle Borja
CONTRACTOR'S ADDRESS:	600 Hampshire Road, Suite 200 Westlake Village, CA 91361
CITY'S ADDRESS:	City of Agoura Hills 30001 Ladyface Court Agoura Hills, CA 91301 Attn: City Manager
PREPARED BY:	Ramiro Adeva
COMMENCEMENT DATE:	July 1, 2021
TERMINATION DATE:	June 30, 2023
CONSIDERATION:	Contract Price Not to Exceed: \$78,000/yr

**AGREEMENT FOR PROFESSIONAL SERVICES
BETWEEN THE CITY OF AGOURA HILLS AND GREATER
CONEJO VALLEY CHAMBER OF COMMERCE**

THIS AGREEMENT is made and effective as of July 1, 2021, between the City of Agoura Hills, a municipal corporation ("City") and Greater Conejo Valley Chamber of Commerce ("Chamber"). In consideration of the mutual covenants and conditions set forth herein, the parties agree as follows:

1. RECTIALS

City and Chamber shall mutually enter into a contractual relationship to allow for the Chamber's continued provision of economic development promotional services on City's behalf.

NOW, THEREFORE, for and in consideration of the mutual covenants and conditions herein contained, City and Chamber agree as follows:

2. TERM

This Agreement shall commence on July 1, 2021 , and shall remain and continue in effect until tasks described herein are completed, but in no event later than June 30, 2023, with an annual review to occur annually unless extended by written agreement of the parties or terminated earlier in accordance with Section 10 below.

3. SERVICES

3.1 Chamber shall perform the services and tasks described and set forth in Exhibit A, attached hereto and incorporated herein as though set forth in full. Chamber shall complete the tasks according to the schedule of performance which is also set forth in Exhibit A.

3.2 Chamber represents that it has, or will secure at its own expense, all personnel required to perform the services required by this Agreement. The President and Chief Executive Officer shall be the Chamber's project administrator and shall have direct responsibility for management of Chamber's performance under this Agreement. No change shall be made in Chamber's project administrator without City's prior written consent.

4. PERFORMANCE

In meeting its obligations under this Agreement, Contractor shall at all times faithfully and competently perform all tasks described herein in a manner satisfactory to CITY and consistent with that level of care and skill ordinarily exercised by members of the profession currently practicing in the same locality under similar conditions.

5. COMPENSATION

5.1 For the annual performance of the Basic Services set forth in Exhibit A, City shall pay Chamber at a rate not to exceed seventy-eight thousand dollars and no cents (\$78,000.00) annually. Such payment shall constitute full and complete satisfaction for Chamber's Basic Services.

5.2 City shall disburse the payments required by this paragraph on a bi-annual basis during the term of this Agreement, in equal installments of thirty-nine thousand dollars and no cents (\$39,000.00) during the term of this Agreement upon invoice from Chamber. City's payments pursuant to this section shall be paid for the full performance of those services described in section 3 of this Agreement.

5.3 The monies received by Chamber from City pursuant to this Agreement are to be used by Chamber only in the performance of the services described in this Agreement. Chamber agrees that funds received from City pursuant to this Agreement shall be used exclusively for performance of the work required hereunder, and that no such funds shall be used to promote religious or political activities. Chamber further agrees that it shall not perform, nor permit to be performed, any religious activities or support candidates or potential candidates for political office within Agoura Hills in connection with the performance of this Agreement. Chamber shall ensure that its employees and board members furnish such information that, in the judgment of City's representatives, may be relevant to a question of compliance within the conditions of this Agreement.

6. RELATIONSHIP OF PARTIES

Chamber is, and shall at all times remain as to City, a wholly independent contractor. Chamber shall have no power to incur any debt, obligation, or liability on behalf of City or otherwise to act on behalf of City as an agent. Neither City nor any of its agents shall have control over the conduct of Chamber or any of Chamber's employees, except as set forth in this Agreement. Chamber shall not represent that it is, or that any of its agents or employees are, in any manner, employees of City and neither Chamber nor any of Chamber's agents or employees shall have any claim to wages or benefits from City.

7. INDEMNIFICATION

To the full extent permitted by law, Chamber shall indemnify, hold harmless and defend City, its officers, agents, employees and volunteers from and against any and all claims and losses, costs or expenses for any damage due to death or injury to any person and injury to any property resulting from any alleged intentional, reckless, negligent, or otherwise wrongful acts, errors or omissions of Chamber or any of its officers, employees, servants, agents, or subcontractors in the performance of this Agreement. Such costs and expenses shall include reasonable attorneys' fees incurred by counsel of City's choice.

8. PROGRAM REVIEW

8.1 Chamber shall make available for City's inspection all performance, financial and other records pertaining to Chamber's performance of this Agreement. Additionally, Chamber shall permit City's personnel to inspect Chamber's facilities and program operations, as well as to interview Chamber's staff and program participants. During such reviews, the confidentiality of those persons using Chamber's services shall be respected. Should it be appropriate, with City's consent, identifying information (such as last names) of Chamber's service recipients may be deleted from such records. Chamber agrees to submit all data that is necessary for the completion of reports that may be required by City.

8.2 The Chamber agrees to meet with the City's Land Use-Economic Development Committee or equivalent City representatives and Chamber representatives on an annual basis to review and to discuss the status of the services and scope of work and/or services required by this Agreement. This meeting should occur prior to the end of April of each year for the term of this Agreement.

8.3 Chamber shall establish and maintain on a current basis an adequate accrual or modified accrual accounting system in accordance with generally accepted accounting principles and standards.

9. NOTICES

Any notices, bills, invoices, or reports required by this Agreement shall be deemed received on: (i) the day of delivery if delivered by hand, facsimile or overnight courier service during Chamber's and City's regular business hours; or (ii) on the third business day following deposit in the United States mail if delivered by mail, postage prepaid, to the addresses listed below (or to such other addresses as the parties may, from time to time, designate in writing).

If to City:

City of Agoura Hills
Attn: City Manager
30001 Ladyface Court
Agoura Hills, CA 91301
Facsimile (818) 597-7341

If to Chamber:

Greater Conejo Valley
Regional Chamber of Commerce
600 Hampshire Road, Suite 200
Westlake Village, CA 91361
Facsimile: (805) 370-1083

10. TERMINATION

Either party may terminate this Agreement at any time, without cause, upon giving sixty (60) days prior written notice to the other party. In the event of termination, Chamber shall reimburse City for all monies received from City pursuant to this Agreement and not

expended in the performance of Chamber's services hereunder prior to the effective date of termination.

11. INSURANCE REQUIREMENTS

Prior to commencement of work, Contractor shall procure, provide, and maintain, at Contractor's own expense, for the duration of this Agreement, insurance against claims for injuries to persons or damages to property, which may arise from or in connection with the performance of the work hereunder by the Contractor, its agents, representatives, or employees.

A. Minimum Scope of Insurance. Coverage shall be at least as broad as:

1) Insurance Services Office Commercial General Liability form No. CG 00 01 11 85 or 88, or equivalent.

2) Worker's Compensation insurance as required by the State of California and Employer's Liability Insurance. If the Contractor has no employees while performing under this Agreement, worker's compensation insurance is not required, but Contractor shall execute a declaration that it has no employees.

B. Minimum Limits of Insurance. Contractor shall maintain limits no less than:

1) General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage, including without limitation, blanket contractual liability. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.

2) Worker's Compensation as required by the State of California; Employer's Liability: One million dollars (\$1,000,000) per accident for bodily injury or disease.

C. Requirements Not Limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If the Vendor maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Vendor. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

D. Other Insurance Provisions. The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:

1) The City, its officers, officials, employees and volunteers are to be covered and named as additional insureds in respect to: liability arising out of activities performed by or on behalf of the Contractor; products and completed operations of the Contractor; premises owned, occupied or used by the Contractor; or automobiles owned, leased, hired or borrowed by the Contractor. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees or volunteers.

2) For any claims related to this project, the Contractor's insurance coverage shall be primary insurance as respects the City, its officers, officials, employees and volunteers. Any insurance or self-insured maintained by the City, its officers, officials, employees or volunteers shall be excess of the Contractor's insurance and shall not contribute with it.

3) Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to the City, its officers, officials, employees or volunteers.

4) The Contractor's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

5) Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled by either party, reduced in coverage or in limits except after thirty (30) days' prior written notice has been given to the City. Contractor agrees to oblige its insurance agent or broker and insurers to provide City with a thirty (30) day notice of cancellation (except for nonpayment for which a ten (10) day notice is required) or nonrenewal of coverage for each required coverage.

E. Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A:VII, unless otherwise acceptable to the City. Self insurance shall not be considered to comply with these insurance requirements.

F. Verification of Coverage. **Chamber shall furnish the City with original endorsements, specifically naming the City of Agoura Hills, its officers, officials, employees and volunteers as additional insured, effecting coverage required by this clause.** The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf. The endorsements are to be on forms acceptable to the City. Insurance certificates and endorsements must be received and approved by City's Risk Manager prior to commencement of performance. Current insurance certificates and endorsements shall be kept on file with the City at all times during the term of this agreement. City reserves the right to require complete, certified copies of all required insurance policies, at any time.

G. Mailing Instructions. Insurance documents shall be mailed with the signed Agreement to the attention of the staff person indicated on the cover sheet of this Agreement, to the City of Agoura Hills, 30001 Ladyface Court, Agoura Hills, CA 91301.

Executed Agreement(s) cannot be released nor may any work commence on a project until the signed Agreement and appropriate insurance documents are on file with the City Clerk.

12. GENERAL PROVISIONS

12.1 Chamber shall not delegate, transfer, subcontract or assign its duties or rights hereunder, either in whole or in part, without City's prior written consent, and any attempt to do so shall be void and of no effect. City shall not be obligated or liable under this Agreement to any party other than Chamber.

12.2 In the performance of this Agreement, Chamber shall not discriminate against any employee, subcontractor, or applicant for employment because of race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition or sexual orientation. Chamber will take affirmative action to ensure that subcontractors and applicants are employed, and that employees are treated during employment without regard to their race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition or sexual orientation.

12.3 This Agreement shall be governed and construed in accordance with the laws of the State of California.

12.4 All documents referenced as exhibits in this Agreement are hereby incorporated in this Agreement. In the event of any material discrepancy between the express provisions of this Agreement and the provisions of any document incorporated herein by reference, the provisions of this Agreement shall prevail. This instrument contains the entire Agreement between City and Chamber with respect to the transactions contemplated herein. No other prior oral or written agreements are binding upon the parties. Amendments hereto or deviations herefrom shall be effective and binding only if made in writing and executed by City and Chamber.

12.5 In the event either party is forced to bring legal action to enforce the terms of this Agreement, the prevailing party in any such action shall be entitled to recover its reasonable costs of suit including, without limitation, attorney's fees.

12.6 No officer, or employee of the City of Agoura Hills that has participated in the development of this agreement or its approval shall have any financial interest, direct or indirect, in this Agreement, the proceeds thereof, the Chamber, or Chamber's sub-contractors for this project, during his/her tenure or for one year thereafter. The Chamber hereby warrants and represents to the City that no officer or employee of the City of Agoura Hills that has participated in the development of this agreement or its approval has any interest, whether contractual, non-contractual, financial or otherwise, in this transaction, the proceeds thereof, or in the business of the Chamber or Chamber's sub-contractors on this project. Chamber further agrees to notify the City in the event any such interest is discovered whether or not such interest is prohibited by law or this Agreement.

12.7 The person or persons executing this Agreement on behalf of Chamber warrants and represents that he or she has the authority to execute this Agreement on behalf of the Chamber and has the authority to bind Chamber to the performance of its obligations hereunder.

13. COUNTERPARTS

This Agreement may be executed in counterparts, all such executed counterparts shall constitute the same agreement, and the signature of any party to any counterpart shall be deemed a signature to, and may be appended to, any other counterpart.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed the day and year first above written.

CITY OF AGOURA HILLS

Denis Weber,
Mayor

ATTEST:

Kimberly M. Rodrigues, MMC
City Clerk
Date Approved by City Council: _____

APPROVED AS TO FORM:

Candice K. Lee,
City Attorney

CONTRACTOR

Greater Conejo Valley Chamber of
Commerce
600 Hampshire Road, Ste 200
Danielle Borja
805-370-0035

By: Danielle Borja
Name: Danielle Borja
Title: President / CEO

By: Shil Henney
Name: Shil Henney
Title: Treasurer

[Signatures of Two Corporate Officers Required]

EXHIBIT A

TASKS TO BE PERFORMED

The specific elements (scope of work) of this service include:

CHAMBER'S PROPOSAL OF SERVICES

Services include but are not limited to the following:

Marketing & Technology

- Buy Local Program including an Agoura Hills Restaurant page for the Chamber website.
- Maintain the Chamber website that attracts 70K unique users on an annual basis
- Active social media channels promoting the business community: Facebook (3.5K+), Instagram (1.7K+), Twitter (1K+) and LinkedIn.
- Weekly View e-newsletter (every Tuesday) & Capitol Connection (monthly) - 3K+ subscribers.
- Low cost marketing options for our members including: The Weekly View e-newsletter, solo e-mail blasts and paid posts via social media.
- Maintain and continue to build partnerships with local media including: The Acorn, San Fernando Business Journal and Pacific Cost Business Times.

Programs

- Host Legislative Roundtable and Education Committee on a monthly basis.
- Chairman's Club represents over 50 highly invested corporate partners who receive multi-platform marketing alongside Chamber branding.
- Emerging Leaders, a young professionals group, meets on a monthly basis and participates in volunteer opportunities in the local community.
- Conejo Senior Resource Network is a trusted group of business professionals that support needs of the senior community.
- Chamber has (4) category exclusive Networking Groups for businesses looking to expand their professional networks.
- Leadership Conejo is a 9-month leadership program designed to enhance the leadership skills of local/regional leaders.
- 20+ Chamber ambassadors extend Chamber outreach in the community.
- Grant program through the Chamber's Foundation supports local non-profits; \$10K in 2020.
- City staff has the opportunity to present to groups within the Chamber as requested.

Events

- Host monthly mixers and breakfasts, or other networking opportunities in place of, to create a productive networking environment. Location of events to be split between various City boundaries when possible.
- Host a version of an EXPO to promote economic development in the City and area.
- Host an annual Regional Economic Forecast highlighting local and state economic trends.
- Host 40 Under Forty Awards honoring young professionals in the community for their professional and community contributions.
- Host an annual Recognition Gala honoring our Outgoing Chair and (7) award categories.

- Produce the annual “State of the City” Agoura Hills event. Date, time and event content shall be coordinated with the City Manager or his/her designee(s). The event is to occur within the City’s boundaries.

Outreach/Support

- Act as a liaison between businesses and City to resolve business issues
- Continue to actively recruit and sustain membership of business in Agoura Hills
- Provide monthly reports to the City Council on Chamber activities and overall business climate.
- Staff and facilitate Business Roundtables as needed
- Open seat with the existing Chamber Board shall be made available to Agoura Hills members, with a minimum representation of 3 members.
- Provide relocation and visitor information assistance to the public as needed.
- Discounted compliance material to help businesses with employment laws requirements.
- Assist the City in promoting and participate as requested in Reyes Adobe Days.
- Provide the City with an Annual Report within (90) days of the close of each fiscal year on the “State of the Chamber” that will summarize the Chamber’s activities and achievements.
- Participation in regional tourism activities and strategic planning (other specific duties come under a separate agreement).

GREATER CONEJO VALLEY CHAMBER OF COMMERCE | ANNUAL REPORT 2020



PROUDLY SERVING

Thousand Oaks - Westlake Village - Agoura Hills



"The Voice of Business through Crisis"

As the Greater Conejo Valley Chamber of Commerce marks our 82nd anniversary, this Annual Report was expected to document the continued economic growth of our organization and success of our region. Instead, it documents one of the most challenging moments in history for our businesses and our community navigating a global pandemic.

On March 18, 2020 we were the only Chamber in the region to oppose a countrywide stay at home order requesting Ventura and Los Angeles counties align with the State of California. The very next day, a Statewide Shelter in Place order went into effect crippling the 5th largest economy in the world. This was a pivotal moment signaling life as we all knew it had changed, and the Chamber hasn't stopped advocating on behalf of our businesses since.

We launched the Conejo Valley Small Business Relief Fund through the Chamber Foundation providing direct support to our small businesses through microgrants, distributing nearly \$100,000 by the end of 2020. All of our Chamber programming went virtual, we encouraged residents to #ShopConejo and hand delivered 150 boxes filled with sanitizer, hand soap and disinfectant wipes.

While COVID-19 issues dominated the year there were also significant milestones amid the pandemic including a historic \$500 million investment that will expand our local bio-tech industry in Thousand Oaks, approval of the North Business Park Specific Plan in Westlake Village, defeating Prop 15 and the first mixed use housing project constructed on Thousand Oaks Blvd.

The year ended under a Regional Stay at Home order and a surge of COVID-19 cases in our community, but also with light at the end of the tunnel with vaccine distribution underway locally and across the globe.

On behalf of our Board of Directors, I want to thank our members, cities and community for your partnership over this past year; we have never been prouder to be your Chamber.



Tom Cohen
Chair, Greater Conejo Valley Chamber Board of Directors
Partner, Cohen, Begun & Deck, LLP



2020 PANDEMIC TIMELINE - VENTURA & LOS ANGELES COUNTIES

JANUARY - MARCH

MARCH 4
State of CA and Los Angeles County declares a health emergency; Ventura County follows suit on March 13.

MARCH 17
State closes all table service for restaurants; converting to to-go only services. All bars, breweries and wineries are ordered to close.

MARCH 19
Newborn orders Statewide Shelter in Place; closing all non-essential businesses.

APRIL - JUNE

MAY 8
7 weeks later, the State allows non-essential retailers to re-open for curbside, delivery.

MAY 20
Ventura County is approved by the State for accelerated reopening allowing dine-in for restaurants and retailer in-person shopping.

MAY 29
Los Angeles County is approved by the State for a County Variance allowing restaurants to serve dine-in, retail to open and hair salons to reopen.

JUNE 12
Reopening of wineries, bars (in VC), gyms and fitness centers and hotels for tourism and individual travel.

JULY - SEPTEMBER

JULY 1
State announces that certain sectors must close ALL INDOOR operations immediately including restaurants, bars, wineries and movie theatres.

JULY 13
State expands indoor closures to fitness centers, worship services, personal care and indoor malls.

AUGUST 28
State announces new 9-tier system for businesses in California; Ventura and LA County are both in the Purple tier.

AUGUST 31
All hair salons and shopping malls in Ventura County open for indoor service. Hair salons in LA County open on Sept. 2nd.

SEPTEMBER 23
Nail salons in Ventura County reopen for indoor services, LA County waits until Oct. 3rd.

OCTOBER - DECEMBER

OCTOBER 6
Ventura County moves to the red tier.

NOVEMBER 16
Ventura County slides back to the purple tier with rising cases.

NOVEMBER 24
Los Angeles County prohibits outdoor dining amid rising cases and hospitalizations.

DECEMBER 7
Regional Stay at Home order goes into effect for most of California including the entire Southern California region; prohibiting outdoor dining and all non-essential travel through the end of 2020.

The purpose of the Greater Conejo Valley Chamber of Commerce continues to be focused on enhancing the profitability of businesses through leadership, political action and dynamic programming.

In March, as Conejo Valley faced a pandemic alongside the rest of the world our Chamber quickly adapted helping businesses interpret and comply with complex regulations, advocated on business issues at the Federal, State and County level, reinvented our annual programming and launched a #ShopConejo campaign encouraging residents to support local businesses.

Official Chamber of Commerce for:



**“Stronger Together:
A Year of Great Uncertainty & Resilience”**

Last year this Annual Report celebrated our Chamber's success as a 3C Chamber focused on being a Catalyst for business growth, Convener of leaders & influencers and a Champion for a stronger community and the deep appreciation for Jill Lederer's 11 years of leadership.

In 2020, the foundation of being a 3C Chamber was critical as we faced a global pandemic that would challenge businesses, residents and the collective efforts of our entire community.

Early in the pandemic, advocacy efforts became our top priority as an organization with decisions being made quickly at the county level and proposed state legislation constantly being introduced to address the crisis, many times at the expense of the business community.

We were successful in advocating for a variance in May 2020 with the LA Board of Supervisors, took positions on state issues ranging from workers and unemployment compensation to mortgage forbearance and formed a hospital coalition in support of the Federal Stimulus package.

The Chamber provided real time information to help our businesses comply with the ever-changing public health orders and outreach for relief programs that ranged from regional grants to Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL). Our programming shifted virtual and many of our signature events reached even larger audiences than our in-person format giving people a place to connect amid the gathering restrictions.

I want to personally thank all our members that continued their partnership with our Chamber during a time of great uncertainty for many of your own businesses and know that the resiliency I witnessed daily from our businesses did not go unnoticed.

We are stronger together and your Chamber's future is focused on the recovery journey ahead.

Danielle Borja
President/CEO, Greater Conejo Valley Chamber of Commerce

2020 FISCAL YEAR HIGHLIGHTS

JAN 2020

PRESIDENT/CEO TRANSITION

After 11 years leading the Chamber, Jill Lederer retires on January 3, 2020; her successor and longtime Chamber team member Danielle Borja transitions into the President/CEO role.

FEB 2020

INDUSTRY RECOGNITION

The Chamber's government affairs e-newsletter, Capitol Connection, won a Communications Award at the W.A.C.E. Conference industry conference in Portland.

MAR 2020

BLUE DIAMOND RECOGNITION GALA

The Recognition Gala at the Hyatt Regency Westlake honored Outgoing Chair Don Phillipson, alongside seven category award winners. During the cocktail reception, guests had the opportunity to take pictures with special guest Steve Garvey during this Dodgers themed evening.

APR 2020

CONEJO VALLEY SMALL BUSINESS RELIEF FUND

The Chamber's Foundation launched the Conejo Valley Small Business Relief Fund to provide direct assistance to local small businesses through micro-grants up to \$2,500. The cities of Thousand Oaks and Westlake Village contributed to this fund in addition to many corporate partners; by the end of 2020 the fund had distributed nearly \$100,000.

MAY 2020

COALITION MOVES THE NEEDLE FOR LA COUNTY BUSINESSES

The Chamber built a coalition of nearly 100 businesses in Westlake Village and Agoura Hills requesting a regional variance from the LA County Board of Supervisors. The BOS voted in favor of a variance request for the entire county, which was approved by the State of California days later allowing restaurants to resume in-person dining, retail and hair salons to reopen.

JUN 2020

VIRTUAL 40 UNDER FORTY

The fifth annual class of 40 Under Forty were announced on June 5th and honored virtually through social media amid the pandemic. The Chamber felt strongly that these young professionals deserved to be honored for their professional accomplishments and community involvement even if we could not gather for an in-person award ceremony.

#SHOPCONEJO CAMPAIGN LAUNCHES

The #ShopConejo campaign was created to encourage residents to support local businesses during the pandemic and this messaging was amplified by elected officials and local influencers.

JUL 2020

VIRTUAL REGIONAL ECONOMIC FORECAST

The Virtual Regional Economic Forecast was held on July 10th with a keynote presentation by Dr. Matthew Fienup from California Lutheran University followed by a panel discussion with Ventura County CEO Mike Powers, Montecito Bank & Trust CEO, Janice Garufi and employment attorney, Karen Gabler.

PPE BOX DISTRIBUTION

Chamber staff members delivered over 150 boxes to local small businesses with personal protective equipment as part of our recovery campaign; boxes included disinfectant wipes, hand sanitizer and hand soap.

AUG 2020

PRESIDENT'S CIRCLE AWARD

The Chamber was honored with its 13th consecutive President's Circle award from CalChamber for excellence in business advocacy.

SEPT 2020

PICNIC IN THE PARK

The Chamber partnered with Conejo Recreation & Park District to host a Picnic in the Park series where guests pre-ordered their dinner from select local restaurants, picked-up at Conejo Creek North via a drive thru and found a spot in the park to enjoy.

OCT 2020

CANDIDATES FORUM

The Chamber partnered with The Acorn to hold two separate Virtual Candidates Forums. Conejo Valley Unified School District and Thousand Oaks City Council, that reached over 6K+ people.

VIRTUAL STATE OF THE CITY AGOURA HILLS

Los Angeles Rams sports broadcaster J.B. Long served as the emcee for our Virtual State of the City broadcast on October 28th. Mayor Illice Buckley Weber delivered a keynote address around the city's response to COVID-19, recognized the Frame Gallery as Business of the Year and Tom Cohen provided a State of the Chamber Address.

NOV 2020

PROP 13

Prop 13, the largest proposed property tax increase in the state of California, is defeated on the November ballot. The Chamber worked diligently to inform local voters about the severe effects this would have on small businesses through letters to the editor in Ventura County Star and the Acorn, news article interviews, messaging through our e-mail and social media channels and guest speakers at our Legislative Roundtable.

DEC 2020

VIRTUAL STATE OF THE CITY THOUSAND OAKS

On December 8th, Mayor Adam addressed over 800 members of the community during his Virtual State of the City broadcast. All registered event attendees received a complimentary broadcast boxes with gifts from Thousand Oaks businesses encouraging attendees to support local business.

Thank you to our 2020 Chairman's Club sponsors.

The Greater Conejo Valley Chamber of Commerce is grateful to our sponsors for their ongoing support during a year filled with great uncertainty. This investment allowed our Chamber to launch a Shop Conejo Recovery Campaign, quickly adapt to virtual platforms continuing to provide networking opportunities and deliver broadcasts with viral and timely content.

In 2020, the Chairman's Club program provided **\$229K+ in sponsorship revenue**, a \$58,500 decrease compared 2019. While the program experienced a significant decrease in overall revenue, so did our event related expenses due to shift to virtual programming in March.

Total event and sponsorship revenue in 2020 was \$265,061 exceeding the revised 2020 budget projection by over \$197K.

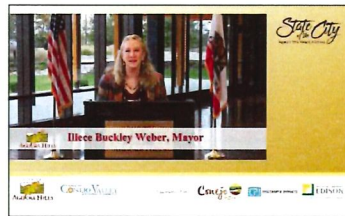
CHAIRMAN'S CLUB



Blue Diamond Recognition Gala with special guest Steve Garvey.



State of the City Thousand Oaks breakfast boxes sent to all registered attendees.



Mayor Ilsece Buckley Weber delivers the Virtual Agoura Hills State of the City Address.

EMERALD SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



MEMBERSHIP & RENEWALS

With **over 800 member companies**, the Greater Conejo Valley Chamber is one of the largest regional Chambers in the western United States and represents more than 35 industry categories, from sole proprietorships to large corporations.

New Members

We welcomed **97 new members** that accounted for \$41,649 in new membership revenue, down by 45% (\$33,862) compared to 2019. This sharp decrease was primarily related to the COVID-19 pandemic that started in March and continued through the end of the year. The membership department was also reduced by one staff member in February.

Renewing Members

The Chamber generated \$243,885.50 in membership renewal, down \$16,079.50 compared to 2019. The total renewal revenue in 2019 was down by 13% compared to 2018 primarily due to businesses closing and not renewing due to financial concerns. Amid a pandemic in 2020, we **reduced our year over year decrease to 7%** and had an average of four less member drops per month.

New Businesses in 2020



Glass Arts Collective



Farmer Boys



FOY Life



Cortica



Harmony Family Yoga



AFC Urgent Care



Sage Plant Based Bistro & Brewery Agoura Hills



Ecovasive Southern California

SHOP CONEJO RECOVERY CAMPAIGN

The #ShopConejo Campaign was created to serve as a reminder of the importance of buying local and to encourage support for our small businesses during the pandemic. The elected leaders/community influencer and business videos on Facebook had an average of **1,600 views per video**.

The 20 Chamber business videos, edited by students from OaLs Christian High School, highlighted:

APC Urgent Care	Fazio Cleaners	Sage Plant Based Bistro & Brewery
Agoura Sash & Door	Glass Arts Collective	Sunland Vintage Winery
Assistance League of Conejo Valley	Grabbagreen	Tavern Tomoko & Ladyface
Athen's Services	Hatch Cafe	Brewery
Athletic Society	Kirk Jewelers	Thousand Oaks Farmers Market
Emilia's Bake House	Nothing Bundt Cakes	Twitted Oak Tavern
Farmer Boys	Oak & Iron	XO Bloom



As part of the recovery campaign the Chamber team also assembled and delivered **150+ PPE boxes to local small businesses** that included hand sanitizer, hand soap and disinfectant wipes. The boxes not only provided much needed supplies, but they also gave our team members a chance to personally connect with our small business and ensure that were aware of all the local, regional and state resources available.



Senator Henry Stern talks about the importance of supporting local businesses in his #ShopConejo video.



PPE boxes were hand delivered to local small businesses by Chamber staff.



A video with Sunland Vintage Winery highlighting their newly expanded outdoor patio.

GROUPS & COMMITTEES

Legislative Roundtable

Purpose: To provide a dialogue on public policy issues and to provide an opportunity for public agency staff, elected officials, their staff and businesses to network.

Emerging Leaders (EL)

Purpose: To provide young and talented professionals in the Conejo Valley with an opportunity to network, build friendships and serve the community through various civic activities. EL is open to all professionals between the ages 21 and 39.

Chamber Ambassadors

Purpose: To welcome both current and new Chamber Members and guide them to Chamber resources that will help them grow their businesses and operate more profitably.

Conejo Senior Resource Network (CSRN)

Purpose: To create a diverse group of professionals who work with seniors and family caregivers, supporting and delivering innovative, collaborative community events designed to enhance the aging and caregiving experience in our community.

Education Committee

Purpose: To promote and coordinate interaction between business and local school districts (Conejo Valley Unified School District and Las Virgenes Unified School District) and continue to partner with private schools and colleges in our area; to promote educational excellence by recognizing teachers with awards.

Networking Groups

Purpose: To provide Chamber members the opportunity to expand their business connections and referral network by belonging to one of four Chamber Networking Groups. Networking groups include: Synergy Business Connections, the Business Breakfast Network, SPARK and the newest group Infinity.



EL Happy Hour at Paul Martin's American Grill in January.



CSRN provided wellness and food items to healthcare workers at Los Robles Hospital.



Virtual Infinity Networking Group meeting.

Staying Connected to the Community

Meals on Wheels

The Chamber raised over \$1,500 for Senior Concerns that funded 230 meals for their Meals on Wheels program when seniors were sheltering in place during the Stay-at-Home orders in March & April. In addition to the fundraising, the Chamber staff all volunteered an afternoon to deliver for the Meals on Wheel program.



Other community outreach efforts included:

- Volunteering/candy donation for a Drive Thru Halloween event organized by Chamber member James Shippe.
- "Busy Bees" for the BumbleBee Foundation, shopping for and delivering holiday gifts to pediatric cancer families.
- Toy donations for the Safe Passages Youth Foundation Holiday Toy Drive.
- Packaging food boxes for seniors with the City of Agoura Hills staff.



MARKETING

ConejoView Magazine

The first issue of ConejoView came out in early March as scheduled, with the cover featuring new Chamber President/CEO Danielle Borja. The magazine continues to feature editorial content on trending business issues, advocacy efforts and local business profiles with a full membership directory. Following the stay-at-home orders in mid-March, further issues of the quarterly magazine were put on hold due to a challenging environment for ad sales and distribution.

Social Media

The Chamber **increased our social media audience on multiple platforms by over 20%** and saw an average page reach of over 750 people on Facebook, a 20%+ increase from 2019.

By the end of 2020 we had **3,500+ "likes" on Facebook (+1% increase from 2019)**, 1,700+ followers on Instagram (20% increase from 2019) and also gained 200+ new followers on Twitter (1.897 total).

Social media was an important communication tool to provide our audience with real-time updates on variety of time sensitive issues including rapidly changing health orders and financial resources.

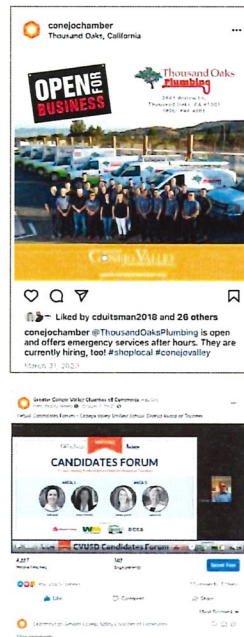
Early in the pandemic we created an "Open for Business" campaign, followed by the #ShopConejo videos, 40 days of 40 Under Forty and a daily Holiday Gift Guide post during the month of December.

Website

The Chamber's website saw 151,644 page views from **51,023 unique visitors in 2020 (up 5% from 2019)** and our COVID-19 resource page was visited by over 2,000 people.

Local Media

The Chamber has a trade sponsorship agreement with The Acorn Newspapers as part of our Chairman's Club program and in 2020 we also partnered on our Candidate Forums. The Chamber also has strong media relationships with San Fernando Business Journal and Ventura County Star.



PRESS & MEDIA COVERAGE

In 2020, the Chamber earned a tremendous amount of press coverage across a variety of issues that started with the leadership transition in January and was quickly followed by being the only local Chamber in Ventura County to oppose a countywide shelter in place at the start of the pandemic in March.

The Chamber's President/CEO was **interviewed for over a dozen articles** ranging from advocacy efforts on a regional variance for the cities of Westlake Village & Agoura Hills, launching the Conejo Valley Small Business Relief Fund providing micro grants to small businesses, supporting the County of Ventura's small business grant program and a **highly focused effort on Prop 15 including three written editorials.**

Danielle Borja also spoke at **two live press conferences** for the County of Ventura and the Chamber kept its #1 ranking on THE LIST for Chambers of Commerce in the San Fernando Valley Business Journal.



President/CEO, Danielle Borja speaking at the Ventura County press conference on October 14, 2020 in The Oaks Mall.

SAN FERNANDO VALLEY
BUSINESS JOURNAL

VC Star.
PART OF THE USA TODAY NETWORK

Acorn
THOUSAND OAKS

Acorn
THE

**PACIFIC COAST
BUSINESS TIMES**

PROGRAMS & EVENTS

Programs and events are an important part of Chamber membership. When the pandemic shifted daily life by mid-March we transitioned to virtual programming allowing a place for our members to continue to network and stay connected to the community.

340+ ATTENDEES
Networking Night Mixer Series

800+ ATTENDEES
Jump Start Networking Breakfast Series

2,200+ VIEWS
Virtual Candidates Forum - Thousand Oaks

4,200+ VIEWS
Virtual Candidates Forum - CVUSD Board of Trustees

600+ VIEWS
Virtual State of the City Agoura Hills

870+ VIEWS
Virtual State of the City Thousand Oaks

340+ ATTENDEES
Recognition Gala

40 under FORTY 2020

During an unprecedented year, the Greater Conejo Valley Chamber of Commerce felt it was important to continue the tradition of recognizing young professionals that are leaders in their professions and their community.

While this 5th annual class of honorees did not get the awards dinner they deserved; they did play a crucial role as community leaders navigating through a pandemic year. From frontline workers in healthcare and law enforcement to educators shifting to virtual learning environments and nonprofits bridging the gap for food insecurity; each of our honorees made their own unique contributions.

The honorees were showcased individually via social media and in the Spring 2021 issue of ConejoView magazine.

Greater Conejo Valley Chamber of Commerce
Sponsored by The County of Ventura
Let's meet our 40 Under Forty honorees over the next 40 days!
Day 1 Lisa Lopez has attended direct care to cancer patients for 55 years at Los Robles Hospital. She thrives on making personal connections, establishing trust, and providing quality care to some of the most vulnerable patients. She values the use of medication and holistic modalities in its addition holistic medicine. Lisa and her husband Edwin, a Respiratory Therapist, have built a great support system especially during this pandemic. Together they are committed to serving their community with compassion.
Sponsored by: SocialMedia, World's Fair, Angel J.S. State Proposition University, California Lutheran University, KFC, Chick-fil-ee, Products Ltd, Bakers-Rising, Medical Center, American Respiratory, American Trophies and Awards, CBC Federal Credit Union, Kabot Performance



40 Under Forty Honorees

- Amanda Gordon, Tribe Fitness
- Andrea Stanley, Ventura County Fire Department
- Annie Diaz, Hampton Inn & Suites Thousand Oaks
- Bryan Ruple, California Lutheran University
- Brynn Hatcher, Conejo Valley Unified School District
- Crista Hermance, Hermance Law
- Dane Zabel, IEL Brokers
- Deanne Bostrom, Las Virgenes Unified School District
- Debrah Moran, Wink Optometry of Westlake
- Rabbi Eli Luber, Conejo Valley Friendship Circle
- Emma Frawley, Mustang Marketing
- Dr. Hamed Nayebi Iashemi, UCLA Health
- Jacob Flame, Jacob Flame's Tang Soo Do University
- James Shipa, Edward Jones
- Jennifer Caldwell, Food Share Ventura County
- Josh Damigo, Influence Ecology
- Deputy Josh Richter, Ventura County Sheriff's Office
- Jillie Spivack, CRPD - Conejo Senior Volunteer Program
- Justin Barkhoff, ROQlogic, Inc.
- Katie Pfeiffer Polen, PsyD, Casa Pacifica
- Katie Rhew-Lindelof, acRhew Accounting
- Deputy Sheriff Kevin Allredge, Ventura County Sheriff's Office
- Kira Krukowski, Conejo Valley Unified School District
- Kyle Kolbhauch, The Normal Company
- Laura Elkema, Logic Federal Credit Union
- Lauren Lerch, Your CBD Store
- Lieya Mariano, Dance Masters Ballroom 7th Life & Wellness
- Lisa Loper, RN, Los Robles Health System
- Maestro Cabelis, CallNetworks
- Megan Merino, Los Robles Health System
- Muraza Mogri, PhD, V Wave Medical
- Natalie Dianati, Smile Bright Periodontics / M. Natalie Dianati, DDS
- Roni & Michelle Liddell, American Trophies & Awards
- Sam Prapaulka, CFR US, Binocorp Investments
- Sarah Williams, Thousand Oaks Pathology Associates
- Sean & Amber McCarthy, The Five07
- Steve Seifres, Las Virgenes Unified School District
- Timmy Heague, Arsenal Comics & Games
- Toni Anita Hill, The Leukemia & Lymphoma Society
- Zach Kinkadee, Los Angeles Rams



CONEJO VALLEY TOURISM IMPROVEMENT DISTRICT

Mission Statement

Conejo Valley Tourism serves the region's economy and markets the Conejo Valley as a prime vacation destination to travelers in California, the United States, and worldwide. It increases awareness of the area's offerings, preserves its unique attributes, and invests in its growth and development.

Strategy

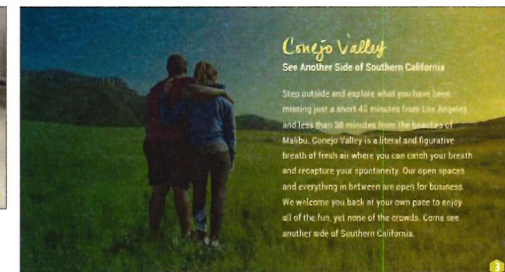
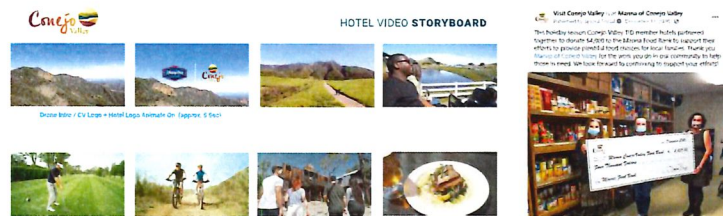
The local tourism industry was changed forever when the COVID-19 pandemic spread to the United States and into Conejo Valley. The hotels and attractions in Conejo Valley are businesses that require in-person contact to conduct their business. There was no opportunity to utilize technology to pivot the business model.

As a result, Visit Conejo Valley suspended its marketing operations from April until June, restarting right before the Fourth of July, when a statewide non-essential travel restriction was lifted. Still, two major segments of local tourism – corporate travel and events like weddings and sports tournaments, had not recovered. Even leisure travel did not return to pre-COVID levels.

Visit Conejo Valley shifted efforts to promoting outdoor spaces and emphasizing the cleanliness of facilities. The district also created virtual tour videos to help the hotels show potential guests the cleanliness of the properties. Finally, the board members felt it was more important than ever to support the less fortunate, so Visit Conejo Valley made a contribution to the Manna Food Bank in lieu of our annual food drive.

2020 Results

The hotels in the Conejo Valley Tourism Improvement District reported a revenue per available room (RevPAR) of \$49.87 in 2020, a decrease of 54% percent compared to 2019. The bright spot in the year was the opening of two new hotels: The Courtyard by Marriott and Townplace Suites by Marriott in Agoura Hills, expanding the district to 16 hotel properties.

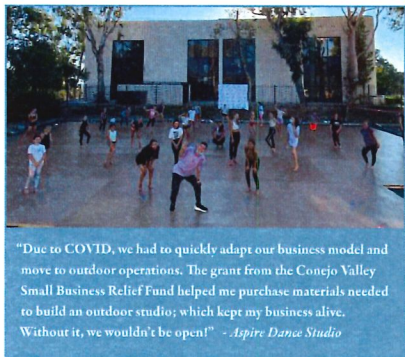


- 1 The newly designed Visit Conejo Valley booth debuts at San Diego Travel & Adventure Show on January 18, 2020.
- 2 Hand sanitizers were distributed to all of the hotel properties to provide to their guests upon check-in.
- 3 The digital ad campaign remained focused on promoting outdoor activities once leisure travel was permitted to resume.



The objective of the Foundation is to promote the growth of the cities of Thousand Oaks, Westlake Village and Agoura Hills by developing leadership with a dynamic and innovative vision for the future; linking the business community in partnership with educational, governmental and nonprofit organizations; and serving as a vehicle for research, planning and community education.

In 2020 the Foundation's traditional focus on leadership development and education quickly shifted in an effort to support local nonprofits and small businesses through the devastating economic impacts of the COVID-19 pandemic.



"Due to COVID, we had to quickly adapt our business model and move to outdoor operations. The grant from the Conejo Valley Small Business Relief Fund helped me purchase materials needed to build an outdoor studio, which kept my business alive. Without it, we wouldn't be open!" - *Aspire Dance Studio*

Conejo Valley Small Business Relief Fund

The Foundation launched the Conejo Valley Small Business Relief Fund in April of 2020 in response to the pandemic to provide direct support to local small businesses with less than 25 employees in the form of micro-grants up to \$2,500.

The fund was launched with donations from the City of Westlake (\$50,000) and City of Thousand Oaks (\$20,000) and continued to grow through local corporate partners and donations from the community at large.

By the end of 2020, the fund had distributed \$98,500 in micro-grants to 46 small businesses.

NonProfit Grants Awarded

The Foundation awarded five grants, totaling \$10,500 to local nonprofit organizations:

- Community Conscience - \$2,500.00
- Art Trek - \$1,000
- Many Mansions - \$2,500
- Casa Pacifica Centers for Children & Family - \$2,500
- Boy & Girls Club of Greater Conejo Valley - \$2,000

Teacher of the Month Program

In partnership with the local school districts, each month the Chamber's education committee typically recognizes an outstanding educator in the local community and presents gifts from the local businesses community.

In March the program was put on hold before returning in a virtual recognition format in the fall allowing the Foundation and CVUSD to continue the important work of honoring our educators as they adapted through COVID.

Leadership Conejo

Thirty-five professionals started this nine-month leadership course in the fall of 2019 designed to advance leadership skills and develop a network of contacts that include leaders in the Conejo Valley. Due to the stay-at-home orders in March and the extended limitations on gatherings throughout the year, the program was put on hold and the 2019-2020 class was not able to complete the program prior to the end of the year.



- 1 The Leadership Conejo Class participated in a mock city council meeting in the Thousand Oaks City Council chambers during their February session.
- 2 Brynn Hutchison from Bayona Elementary is recognized as the November 2020 Teacher of the Month in Zoom.
- 3 The January session of Leadership Conejo was hosted by the Ventura County Fire Department at their training center in Camarillo.

Government & Policy

Virtual State of the City Agoura Hills

Over 600 viewers watched our State of the City Agoura Hills broadcast live on Vimeo, Facebook, and YouTube combined on Wednesday October 28, 2020 to hear the address presented by Mayor Ilsece Buckley Weber and emceed by J.B. Tong, Voice of the Los Angeles Rams.

The first 200+ people who registered for this event received a \$25 gift card to a local restaurant to enjoy lunch during the virtual broadcast courtesy of the City of Agoura Hills.

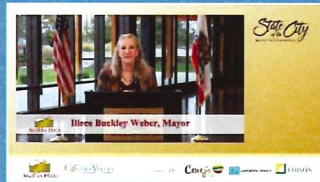
Following the Mayor's address, Chair of the Board, Tom Cohen from Cohen Begun & Deck LLP provided a State of the Chamber address highlighting organizational accomplishments including the Chamber's Foundation and the City of Agoura Hills together distributing over \$100,000 in micro-grants to local businesses.

Virtual State of the City Thousand Oaks

Over 800 combined viewers watched our State of the City Thousand Oaks broadcast on Facebook, Vimeo, and YouTube on Tuesday December 8, 2020. The address was presented by Mayor Al Adam and welcoming remarks given by California Lutheran University President, Dr. Lori Varlotta.

Over 300+ guests who pre-registered for the event received "Broadest Boxes" that arrived at their homes and businesses before the start of the event. These boxes, made possible by our sponsors included edible treats, gift cards, hand sanitizer and other fun items to encourage viewers to support local businesses in Thousand Oaks.

Mayor Al Adam's address included remarks pertaining to the County's response to COVID-19, the council's policy decisions on financial relief to businesses, and welcomed incoming Councilmember Kevin McNamee who was recently elected in a tight race for a Thousand Oaks City Council.



Mayor Ilsece Buckley Weber, City of Agoura Hills, delivers her keynote address for the Virtual State of the City Address.



City of Thousand Oaks Mayor, Al Adam delivers his Virtual State of the City Address on the steps of City Hall.

Candidates Forums

The Chamber hosted two Candidates Forums. Conejo Valley Unified School District Board of Trustees and Thousand Oaks City Council, in partnership with the Thousand Oaks Acorn. The first-time partnership with The Acorn on this program significantly expanded our audience and marketing efforts.

The two-night series started with the Conejo Valley Unified School District Board of Trustees on October 7, 2020 with four candidates (Two Areas) and 4,200+ people reached during the online event. The next evening, October 8, 2020, eight candidates for the Thousand Oaks City Council participated in the on-line forum viewed by more than 2,200 people.



1

Assemblymember Jacqui Irwin, at the Chamber's Recognition Gala, pictured with Joel & Jeannine Price.

2

Darcy Russell presents a certificate from the City of Thousand Oaks to No Mad Spas ribbon cutting on February 26, 2020.

3

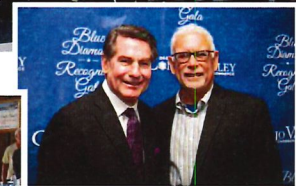
Councilmember Ned Davis, Mayor Kelly Honig, and Councilmember Ray Brad from the City of Westlake Village at the Recognition Gala.

4

CVUSD Board Chair Cindy Goldberg and Board Members Jenny Fitzgerald & Betsy Conroy support Westlake High School during their Hero Up presentation at the Chamber Breakfast in February.

2020 Board of Directors

CHAIR	DIRECTORS AT LARGE
Chair Tom Cohen <i>Partner, Cohen, Bergin & Park, LLP</i>	Elaine Salewske <i>Division of Responsibility, Takeda Pharmaceutical Company</i>
CHAIR ELECT	Lisa Safacini <i>Executive Director, Westchester Free Clinic</i>
Natalie Yancey <i>Realtor, eXp Realty</i>	PRESIDENT/CEO
CHAIR ELECT 2022/TREASURER	Jill Haney <i>VP, Branch Manager, Mountain Bank & Trust</i>
CHAIR EMERITUS/SECRETARY	Matthew Midura <i>Associate VP for Integrated Marketing & Communications, Pepperdine University</i>
DIRECTORS AT LARGE/CHAIR EMERITI	Rick Lemmo <i>S. Vice President of Corporate Responsibility, Ceresco</i>
Don Phillipson <i>CEO, Pro-Marketing</i>	Adam Antonicki <i>Sr. Manager, Property Management, The Oaks Shopping Center</i>
	David Barnett <i>Sr. Manager, Director of Sales & Marketing, Hyatt Regency Westlake</i>
	Steve Bertram <i>Sr. Vice President of Global Human Resources, Atara Biotherapeutics</i>
	Reelonna Carpenter-Woods <i>Senior Vice President, Bank of America Merrill Lynch</i>
	Manlyne Corridori <i>Director, Professional Learning Services, Product & Business Mgr., Corvin, A SAGE Company</i>
	Stacy Diaz <i>Executive Vice President Human Resources, PonyMac</i>
	Mike Duna <i>President, Canda Graphics</i>
	Darla Everett <i>S. Manager of Corporate Affairs, Amgen</i>
	Kristie Flame <i>Co-Owner, Jacob Flame's Tang Soo Do University</i>
	Johnathan Franklin <i>Community Affairs & Engagement, Los Angeles Rams</i>
	Eva Gomez <i>Director of Annual Giving and Special Gifts, California State University Channel Islands</i>
	Jason Herbison <i>Vice President Employee Benefits, HUB International</i>
	William Kochler <i>Attorney at Law, Law Offices of William D. Kochler</i>
	Javier LaFianza <i>CEO, Hugh O'Brian Youth Leadership</i>
	Mark La Valle <i>Owner, Hatch Café & Market</i>
	Andrea McClellan <i>Development Director, Boy Scouts of America - Ventura County Council</i>
	Dianne McKay <i>President, Mustang Marketing</i>
	Austin Manning <i>Chief Operating Officer, Los Roble Hospital & Medical Center</i>
	Michelle Menzel <i>VP of Marketing, GreatWay Roofing Company, Inc.</i>
	Doug Messner <i>Branch Manager/Vice President, Ameriprise Financial Company</i>
	Eddie Moore <i>Chief Development Officer, Oaks Christian School</i>
	Ryan Van Ommeren <i>Associate Vice President of Planning and Services, California Lutheran University</i>
	Marja Price <i>Property Manager, Jansz Marketplace</i>
	Milla Shapirohild <i>Vice President Branch Manager, Union Bank</i>
	Ed Sahakian <i>Chief Lending Officer, Ventura County Credit Union</i>
	Candice Shehorn <i>Owner, Key Pointe Asset Management, Inc.</i>
	Kimberly Ikarpe <i>Vice President/Center Manager, Citizens Business Bank</i>
	Felix Wang <i>General Manager, Best Western Plus Thousand Oaks Inn</i>
	Joe Weber <i>Area Vice President, Sales, Chateaux Products</i>
	Sepideh Yesh <i>Speaker, Author, Coach, Unifree</i>



Chamber Conejo Valley Chamber of Commerce

2020 Board of Directors guide the Chamber & business community through the pandemic.
Photo pre-COVID

FINANCIAL & MEMBERSHIP



17%	Membership Income
16%	Events/Sponsorships
7%	Additional Programs
15%	Government
2%	Marketing & Communications
40%	Tourism
3%	General & Administrative



4%	Events/Sponsorship
6%	Additional Programs
2%	Marketing & Communications
41%	Tourism
48%	General Administrative



2020 Budget

REVENUE	2020 BUDGET				REVENUE	2020 ACTUALS			
	Chamber	Foundation	CVTID	Combined Chamber		Chamber	Foundation	CVTID	Combined Chamber
Membership Income	\$253,327			\$253,327	Membership Income	\$289,523			\$289,523
Events/Sponsorships	\$67,774			\$67,774	Events/Sponsorships	\$265,061			\$265,061
Additional Programs	\$16,000	\$24,401		\$40,401	Additional Programs	\$21,168	\$99,849		\$121,017
Government	\$260,100			\$260,100	Government	\$258,125			\$258,125
Marketing & Communications	\$17,980			\$17,980	Marketing & Communications	\$34,900			\$34,900
Tourism	\$141,000		\$870,000	\$1,011,000	Tourism	\$113,358		\$573,535	\$686,893
Retail	\$500			\$500	Retail	\$839			\$839
General & Administrative	\$14,574			\$14,574	General & Administrative	\$39,588			\$39,588
TOTAL REVENUE	\$774,225	\$24,401	\$870,000	\$1,668,656	TOTAL REVENUE	\$1,022,562	\$99,849	\$573,535	\$1,695,946
EXPENSES	Chamber	Foundation	CVTID	Combined Chamber	EXPENSES	Chamber	Foundation	CVTID	Combined Chamber
Events/Sponsorships					Events/Sponsorships	\$95,936			\$95,936
Additional Programs		\$31,873		\$31,873	Additional Programs	\$1,573	\$120,112		\$121,685
Marketing & Communications	\$9,000			\$9,000	Marketing & Communications	\$18,638			\$18,638
Tourism			\$868,400	\$868,400	Tourism			\$851,091	\$851,091
Retail					Retail	\$1,725			\$1,725
General & Administrative	\$1,034,771			\$1,034,771	General & Administrative	\$1,002,068			\$1,002,068
TOTAL EXPENSES	\$1,043,771	\$31,873	\$868,400	\$1,944,044	TOTAL EXPENSES	\$1,119,940	\$120,112	\$851,091	\$2,091,143
NET EXCESS	(\$269,546)	(\$7,472)	\$1,600	(\$275,388)	NET EXCESS	(\$97,378)	(\$20,263)	(\$277,556)	(\$395,197)

2020 Recognition Gala

The Recognition Gala was held at the Hyatt Regency Westlake, the Dodger theme inspired Gala included a special appearance by Steve Garvey and vintage-themed candy girls handing out popcorn to over 300 guests.



Outgoing Chair - **Don Phillipson**
Owner, iPro Marketing

As a small business owner, Don brought a fresh perspective to the Chair role and was vital in the leadership of our Chamber through a year of recovery for our business community after the dark days of November in 2018. He also worked side-by-side with Jill Lederer during the President/CEO transition after she announced her retirement.



Ambassador of the Year - **Debbie Soden**
Coldwell Banker Residential

Debbie has been an ambassador for the past 5 years and stepped into the Counsel General Role for the group in 2019. She brings her contagious outgoing energy to every program and has a unique way of making people feel special and seen. Debbie is also the founder and leader of Synergy, one of the Chamber networking groups.



Volunteer of the Year - **Bob Bland**
Conejo Compassion Coalition

Bob has served as the CEO of the Conejo Compassion Coalition for the past 13 years. He is a founding member of the Conejo Valley Homeless Shelter Program, and has been a site coordinator for over 20 years. In 2018, his nonprofit supported victims of the Hill and Wonsley fires by providing them with cash grants and gift cards. In addition, he travels to countries like Sri Lanka, Malawi and Uganda to assist disadvantaged communities.



Corporate Sponsor of the Year - **TechAhead**

TechAhead is a leading mobile app development company in Agoura Hills that is currently a gold member of the Chairmans Club program. In addition to supporting the Chamber, TechAhead also helped The Little Angels Project develop an app that would assist with animal evacuations during future wildfires.



Man of the Year - **Scott Harris**
President, Mustang Marketing

As the Founder and President of the largest full service marketing firm in Ventura County, Scott has earned a long standing reputation as a go-to business and marketing resource. He has also committed himself to the community through a number of endeavors, including serving on numerous boards and organizations such as Pepperdine University's Senior Board of Visitors and Career Action Program (founder), the Ventura County Sheriff's Foundation and its ambassador program, and the Ventura County Community College District Advisory Board.



Woman of the Year - **Leanne Neilson**
Provost & Vice President for Academic Affairs, California Lutheran University

In 1993, Leanne joined California Lutheran University as a member of the psychology faculty and has risen over the years to become Provost and Vice President for Academic Affairs. She is a member of the American Heart Association's Go Red for Women Leadership Team and last spring, Leanne and her husband donated \$100,000 to establish an Emergency Support Scholarship Endowment for the university.



Nonprofit of the Year - **Conejo Free Clinic**

The Conejo Free Clinic is run by a staff of close to 100 volunteers and has been serving the community for over 30 years. In addition to providing medical and legal access to individuals in the community, they recently added a dental clinic. The dental clinic is staffed by an all volunteer team of dentists, dental hygienists, volunteer program dental specialists and support staff. CFC believes in an innovative continuity of care philosophy, strongly encouraging follow-up appointments and self-care for all their patients.



Special Recognition: Excellence in Community Journalism - **The Acorn Newspapers**

This year, the Chamber wanted to recognize a business that was a crucial journalist voice to get our community through this past year of recovery after the events of the Borderline Shooting and Wonsley/Hill Wildfires. Their team worked tireless hours to bring us the stories and faces behind the news.

Chamber Leadership History

CHAIR OF THE BOARD

Greater Conejo Valley Chamber of Commerce

2020, Tom Cahen
2019, Don Phillipson
2018, Chris Shaver
2017, Angel Robertson
2016, Matthew Midura
2015, Rick Lemmo
2014, Leonard Greenlee
2013, Kristin Daeh
2012, John LaRocca
2011, Phil Koonce
2010, Pete Turpel

Conejo Valley Chamber of Commerce

1997 - 1998, Jerry Gross
1995 - 1996, Judy St. John
1996 - 1997, Woodrow Brinkman
1994 - 1995, Dana Gillette
1993 - 1994, Gary Heathcote
1992 - 1993, Jill Lederer
1991 - 1992, Walt Schaedle
1990 - 1991, Glenn Morris
1989 - 1990, Carol Larsen
1984 - 1985, Iza McDonald
1987 - 1988, Terry Magler
1986 - 1987, John J. Crossman
1985 - 1986, Joan R. Young

1984 - 1985, Bill Peterson
1983 - 1984, Bill Hanna
1982 - 1983, George Gibbs
1981 - 1982, John Kuhlbrandt
1980 - 1981, Dan Overton
1979 - 1980, Earl Meek
1978 - 1979, David Leane
1977 - 1978, Hugo Roche
1976 - 1977, Warren Sparks
1975 - 1976, Daniel Friedman
1974 - 1975, Jim Ackroyd
1973 - 1974, D.H. Needham
1972 - 1973, Philip Ozab
1971, Leonard Alexander
1970, Fred Rain
1969, Milton Toole
1968, Dick Rusticka
1967, Ben Cranmer
1966, Jim Quinn
1965, Rex Palflex
1964 - 1964, Fred Stannard
1962, Len Gold
1961, Marvin Birow
1964 - 1965, Mary Elva Anderson

Thousand Oaks - Westlake Village Regional Chamber of Commerce

2009, Madeline Hess
2008, Mark Jenice
2007, Ken Doyle

2006, John Dokken
2005, Judi Irwin
2004, Robert Gilbral
2003, Susan Murata
2002, Rick Lemmo
2001, Lawrence Blomquist, Ph.D.
2000, Lawrence Blomquist, Ph.D.
1999, Larry Cavanaugh

Westlake Village Chamber of Commerce

1998, Scott Vandenberg
1997, Lyn Perry
1996, Gwen Petrick
1995, Richard Werner
1993 - 1994, David Melton
1992, David L. Ludwig
1991, Kris Caraway-Bowman
1990, Wad A. Fredricks
1989, James E. Emmons
1988, John Moyes
1987, Albert Simon
1986, Barbara J. Lindsay
1984 - 1985, Mary Elva Anderson
1983, John M. Seal
1982, Stephen J. Fiske
1981, John M. Seal
1980, Herb Straut
1979, Barbara Schwartz
1979, Brian Collier
1974 - 1977, Walter G. Carlson

RECOGNITION GALA AWARD WINNERS

Man of the Year

2019-2020, Scott Harris
2019-2020, Tim Hagel
2017-2018, Haider Alawami
2016-2017, Ray Taylor
2015 - 2016, Rod Gilbert
2014 - 2015, Andy Fox
2013 - 2014, Randy Pentis & Denis Weber
2012 - 2013, Lee LaId
2011 - 2012, Matt Lallo
2010 - 2011, Geoff Dean
2009 - 2010, Dr. Chris Kimball
2008 - 2009, Dennis Carpenter
2007 - 2008, Jim Fricoli
2006 - 2007, Rick Lemmo
2005 - 2006, Robert Cabral
2004 - 2005, Larry Cavanaugh
2003 - 2004, Keith Parks
2002 - 2003, Harry Selvin
2001 - 2002, Lyn Perry
2000 - 2001, Joe Paulucci
1999 - 2000, Robert Haaland
1997 - 1998, Frank Inesic
1996 - 1997, Rick Carson
1995 - 1996, John Woodward, Sr.
1993 - 1994, Dan Overton
1992 - 1993, Karsten Landring

1991 - 1992, Larry Horner
1990 - 1991, Irish John Gore
1989 - 1990, Chuck Cohen
1988 - 1989, Walt Schaedle
1987 - 1988, John Crossman
1986 - 1987, Dennis Gillette
1985 - 1986, Hugo Roche
1984 - 1985, Dr. Mark Mathews
1983 - 1984, Fred Wilson
1982 - 1983, Joe Brown
1981 - 1982, James Ackroyd
1980 - 1981, David Irwin
1979 - 1980, Dr. Rayman Olsen
1978 - 1979, John Coulan
1977 - 1978, Alex Fiore
1976 - 1977, Earl Meek
1975 - 1976, Philip Orab
1974 - 1975, Lawrence Smith
1973 - 1974, George Engdahl
1972 - 1973, Cy Johnson
1971 - 1972, Leonard Alexander
1970 - 1971, Eddie Allen
1969 - 1970, Dick Rusticka
1968 - 1969, Dr. Cyril Anderson
1967 - 1968, D.H. "Doc" Needham
1966 - 1967, John Montgomery
1965 - 1966, Fred Stannard
1964 - 1965, Dwight Hauser
1963 - 1964, Bruce Cameron

Woman of the Year

2019-2020, Leanne Neilan
2018-2019, Dalene Geddie
2018-2019, Tracey Noonan
2017-2019, Diane McKay
2016-2017 - Natalie Massi
2015 - 2016, Lynn Hogan
2014 - 2015, Karen Gabler
2013 - 2014, Dr. Hannah Grossman & Claudia Bill-Ida Pata
2012 - 2013, Eloise Cohen
2011 - 2012, Rosemary Licata
2010 - 2011, Patricia Jones
2009 - 2010, Janet Levett
2008 - 2009, Tammie Hdmuth
2007 - 2008, Jacqui Irwin
2006 - 2007, Julia LaId
2005 - 2006, Madeline Hess
2004 - 2005, Susan Murata
2003 - 2004, Amy Commans
2002 - 2003, Betsy DeSantis
2001 - 2002, Kris Caraway-Bowman
2000 - 2001, Diane Vollmer
1999 - 2000, Pat Croner
1998 - 1999, Tammie Helmuth
1997 - 1998, Mary Elva Anderson
1996 - 1997, Maria Prevez
1995 - 1996, Helene Ross
1994 - 1995, Betty Bonnie
1993 - 1994, Daryl Reynolds
1992 - 1993, Virginia Davis
1991 - 1992, Norma Gallem
1990 - 1991, Dorothy Brockway
1989 - 1990, Jill Lederer

1988 - 1989, Carelyn Kiopp
1987 - 1988, Betty Horner
1986 - 1987, Joan Young
1985 - 1986, Doris Rufefer
1984 - 1985, Georgella Lehman
1983 - 1984, Marge Musick Wilson
1982 - 1983, Diana Malmquist
1981 - 1982, Carol Kreschekian
1980 - 1981, Doris Granholm
1979 - 1980, Carol Stein
1978 - 1979, Marlon Carpenter
1977 - 1978, Beth Needham
1976 - 1977, Marilyn Holt
1975 - 1976, Donna Fargo
1974 - 1975, Barbara Acherati
1973 - 1974, Wanda Murgaves
1972 - 1973, Frances Prince
1971 - 1972, Dora Pald
1970 - 1971, Ginny Roach
1969 - 1970, Amy Commans
1968 - 1969, Lloyd King
1967 - 1968, Karen Peterson
1966 - 1967, Lolla Toll
1965 - 1966, Joan McGillis
1965 - 1966, Marie McGowan
1964 - 1965, Janet Rothchild

Business of the Year

2019-2020, Azara Biotherapeutics
2018-2019, Los Angeles Rams
2018-2019, Mustang Marketing
2017-2018, Ventura County Credit Union
2016 - 2017, Sports Academy
2015 - 2016, Daland Swim School

2014 - 2015, Shoppes at Westlake Village
2013 - 2014, Aloha Fastening Systems
2012 - 2013, Baxter Healthcare
2011 - 2012, Consejo Deals
2010 - 2011, Wildlife Home Entertainment
2009 - 2010, The Oaks Shopping Center
2008 - 2009, Angen, Inc.
2007 - 2008, Westlake Village Inn
2006 - 2007, Countrywide Financial Corp.
2004 - 2005, Domino's Pizza

Volunteer of the Year

2019-2020, Bob Bland
2018-2019, Mike Dutra
2017-2018, Fran Brough
2016 - 2017, Felix Wang
2015 - 2016, Joe Joyce
2014 - 2015, Greg Milligan
2013 - 2014, Matthew Midura
2012 - 2013, Tania Garcia
2011 - 2012, Jerry Jarvis
2010 - 2011, John P. Dilts, JD
2009 - 2010, Susan Engler
2008 - 2009, Phil Koonce
2007 - 2008, Madeline Hess
2006 - 2007, Susan Murata

Nonprofit of the Year

2019-2020, Consejo Free Clinic
2018-2019, Westminster Free Clinic
2017 - 2018 - Thousand Oaks Bird Assoc.
2016 - 2017, New West Symphony
2015 - 2016, Assistance League of Conejo Valley

Ambassador of the Year

2019-2020, Debbie Soden
2018-2019, Carrina Hayde
2017-2018, Michael Reardon
2016 - 2017, Esther Blenel
2015 - 2016, Janet Hartley
2014 - 2015, Dee Crawford
2013 - 2014, Lisa Oliver
2012 - 2013, Don Phillipson
2011 - 2012, Kim Woods
2010 - 2011, Jeff Sumner
2009 - 2010, Robert Crusoe
2008 - 2009, Chris Krollhoff
2007 - 2008, John LaRocca
2006 - 2007, Paul Dryman

Corporate Sponsor of the Year

2019-2020, TechAhead
2018-2019, Express Employment Professionals
2018-2018, Chatsworth Products
2016-2017, The Oaks Shopping Center
2015 - 2016, Los Robles Hospital & Medical Center
2014 - 2015, Waste Management
2013 - 2014, Montecito Bank & Trust
2012 - 2013, Sheraton Agoura Hills
2011 - 2012, Silver Star Automotive Group
2010 - 2011, Four Seasons Hotel Westlake Village
2009 - 2010, Anthem Blue Cross
2008 - 2009, Angen, Inc.
2007 - 2008, California Lutheran University
2006 - 2007, Mid-State Bank & Trust

Future Focused, Preparing for the Recovery Ahead

After facing a global pandemic alongside the rest of the world, Conejo Valley's business community continues to show resilience and unwavering commitment to their community.

The Chamber remains future focused, preparing for the recovery ahead while continuing to serve as a catalyst, convener and champion for our business community.

